



VICTORIAN GOVERNMENT PLAQUE PRODUCTION GUIDELINES

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INTRODUCTION

Plaques are often requested to commemorate the funding and efforts involved in government infrastructure projects. These plaques formally recognise projects, facilities, or historical events. Their creation and placement follow a set of guidelines to ensure consistency, quality, and adherence to government branding standards. This document outlines the principles for producing and installing plaques across government sites.

PURPOSE

Government plaques serve to officially recognise and commemorate government-funded projects, infrastructure, and historical events. They ensure that contributions from the government and its partners are appropriately acknowledged and recorded for public awareness.

APPLICATION

These guidelines apply to all plaques installed on government-funded sites, including:

- Infrastructure projects
- Public buildings and facilities
- Historical landmarks
- Government-endorsed initiatives

REQUIREMENTS

Plaques must adhere to strict design, branding, and material guidelines to ensure consistency and longevity. They must include:

- Clear, professional content that aligns with government messaging.
- Appropriate sizing and placement for visibility and accessibility.
- Correct branding, including the Victoria State Government logo and relevant partner acknowledgments.
- Durable materials suited to their environment.
- Secure installation methods that comply with safety and heritage considerations where applicable.

All plaques on worksites must comply with Occupational Health and Safety requirements. The construction specifications outlined in this document serve as a minimum standard.

PLAQUE TYPES

There are two types of plaques: Formal Opening plaques and Commemorative or Historical plaques.

Formal opening plaques

These plaques are typically unveiled by a Minister or government representative at an official opening event. They include:

- The official name of the project or facility.
- The name of the Minister officiating the opening.
- The date the facility was opened.
- Acknowledgment of key contributors, such as the Australian Government, project sponsors, community businesses, or councils.
- Logos of relevant entities, adhering to branding guidelines.

Commemorative or historical plaques

These plaques do not require ministerial acknowledgment and focus on recognising contributions to a project or event. They often provide:

- Background information on the project or site.
- Historical significance.
- A brief narrative explaining its impact.

CONTENT AND FORMATTING

Plaques must present information clearly and concisely while maintaining a formal tone.

Formatting

Font: Use the Vic font family in Regular, Semibold, or Bold weights. Ensure font size is legible and appropriate for the size of the plaque.

Language: Ensure the text is grammatically correct, inclusive, and appropriate for a public audience.

Bilingual or multilingual content: Where required, translations must be accurate and culturally appropriate.

Example text layouts are provided on pages 6 and 7 to demonstrate how copy should be structured.

CO-BRANDING

If an organisation has contributed at least 10% of the project's total cost, its logo may be displayed alongside the Victoria State Government logo. Logos must be placed at the bottom of the plaque, below the text, and follow the branding requirements of the relevant entity's brand.

PLAQUE SIZES AND PLACEMENT

Plaque size should be proportionate to its placement location. The following sizes are recommendations only:

Recommended sizes

- **Small:** 150mm x 200mm
- **Medium:** 300mm x 400mm
- **Large:** 500mm x 700mm or larger

Plaque placement considerations

Plaques should be placed where they are clearly visible and accessible to the public. The size of the plaque should be proportionate to its location, ensuring readability and aesthetic balance. Consider the following recommendations:

- **Wall-mounted plaques:** Install at eye level (approximately 1500mm from the ground) for optimal readability.
- **Freestanding plaques:** Use a durable post with an angled surface for accessibility.
- **Outdoor vs. Indoor plaques:** Outdoor plaques should be weather-resistant and UV-protected.
- **High-Traffic areas:** Ensure durability and vandal-resistant materials are used.

LOGO PLACEMENT AND BRANDING

Plaques must maintain a simple design, using only Vic font and logos. No additional government brand elements are required.

Placement

- Logos should be positioned at the bottom of the plaque after the text.
- Logos must be proportionally sized and visually balanced, ensuring one is not larger than another.
- Clear space around all logos must be maintained for readability and consistency.
- Use the simplest variation of each logo to ensure clarity on the chosen plaque material.
- Photographs must not be included on plaques.

MATERIAL SELECTION

Plaques should be made of high-quality, durable materials that complement their surroundings. Consideration should be given to the materials used in the construction of the facility to ensure the plaque blends seamlessly.

Common materials

- **Bronze:** Traditional and durable, ideal for historical and commemorative plaques.
- **Stainless steel:** Corrosion-resistant and modern-looking, suitable for contemporary government projects.
- **Acrylic or glass:** Used for indoor plaques with a sleek, modern aesthetic.
- **Stone or granite:** Suitable for outdoor or heritage locations.
- **Anodised Aluminium:** Lightweight, cost-effective, and weather-resistant.

Finish and Engraving Options

- **Etched or engraved lettering:** Provides durability and a professional look.
- **Raised lettering:** Common for bronze plaques, offering a distinguished appearance.
- **Printed or UV-coated plaques:** Suitable for temporary or indoor applications.

INSTALLATION AND SAFETY CONSIDERATIONS

Proper installation ensures durability, security, and compliance with safety standards.

Mounting options

- **Wall mounting:** Use screws with concealed brackets for a flush finish.
- **Post mounting:** Recommended for freestanding plaques; must be secured in concrete for stability.
- **Adhesive fixing:** Suitable for lightweight materials on smooth surfaces but not recommended for outdoor use.
- **Bolt fixing:** Ensures extra security for heavy plaques in high-traffic areas.

Additional considerations

- **Accessibility:** Plaques should be positioned at an accessible height and include Braille where possible.
- **Environmental factors:** Materials must be resistant to corrosion, UV exposure, and extreme weather conditions.
- **Heritage compliance:** Historical sites may require specific design and material approvals.
- **Maintenance:** Coordinate regular inspections and proper cleaning to ensure longevity.

PLAQUE LAYOUT EXAMPLES



PLAQUE LAYOUT EXAMPLES



